



Introducing the OAG Electronic Edition on



**Make your travel plans with airline schedules
and fares delivered electronically through
Gateway Videotex from Official Airline Guides.**



- Over 2,000,000 direct and connecting schedules worldwide.
- Over 350,000 North American fares and 30,000 international fares displayed from least expensive to most expensive.
- Daily fare updates, weekly schedule updates.
- Save time in your travel planning and save money when you travel.
- You choose the flights and the fares. . . you control your itinerary.

What is the OAG Electronic Edition?

The OAG Electronic Edition is a fare-based, airline flight information system from Official Airline Guides. It contains the direct and connecting schedules of over 700 airlines worldwide. . . plus, North American fares. International fares are available for direct flights from major U.S. cities to destinations throughout the world. Direct flight fares between most major cities within South and Central America are also included. The OAG Electronic Edition addresses the traveler's need for accurate and up-to-date schedule and fare information.

Schedule Display. . .

Most flight selections are based strictly on the schedule. . . either the departure or arrival time. The OAG Electronic Edition provides complete, accurate and up-to-date schedule information. . . all keyed to your specific request. The schedule information includes: departure and arrival times, airline and flight number, aircraft type, the meal service and the number of stops. Planning an itinerary has never been so easy!

FARES IN US DOLLARS SELECTED FOR BOS-MIA

#	ONE-WAY	RND-TRP	ARLN/CLASS	FARECODE
1*	119.00	238.00	NI/Y	YL
2*	129.00	258.00	PI/Q	Q
3	139.00	278.00	QH/K	K
4	172.00	344.00	QH/Y	Y28
5	290.00	580.00	PI/Y	Y
6	314.00	628.00	QH/Y	Y
7	321.00	642.00	DL/Y	Y
8	321.00	642.00	EA/Y	Y

Fare Display. . .

Fare changes occur virtually every day. It is difficult for busy travelers to keep pace with these changes. . . and difficult to take advantage of the many low fares that are available. Now with the OAG Electronic Edition you see all the fares. . . and the travel restrictions that may apply.

Fares are displayed in ascending order from the least expensive to the most expensive. . . and since fares are updated every 24 hours, you will see the most up-to-date information available.

DIRECT FLIGHTS FROM-BOSTON,MA,USA # TO-MIAMI,FL,USA												
NO EARLIER DIRECT FLIGHT SERVICE												
1	700A	BOS	1152A	MIA	EA	7	L10	B	1			
2	715A	BOS	1125A	MIA	QH	161	73S	B	1			
3	910A	BOS	1225P	MIA	EA	41	757	B	0			
4	918A	BOS	1225P	MIA	DL	131	72S	B	0			
5	1030A	BOS	255P	MIA	NI	202	D98		1			
6	1155A	BOS	459P	MIA	PI	77	72S	L	2			

The OAG Electronic Edition in business applications. . .

The benefit of the OAG Electronic Edition is two-fold. First, since air fares can vary as much as 400% in the same travel market, the OAG Electronic Edition is an important planning tool for any company concerned with reducing its air travel expenditures. By using the OAG Electronic Edition, your company can save an average of 30% on its air travel costs. Second, the OAG Electronic Edition provides the traveler with a convenient and complete source of schedule information for planning an itinerary.

LIMITATIONS DISPLAY
CHI-MIA CLASS:K FARECODE:KAP3
AIR FLORIDA
FARE DESCRIPTION: ADVANCE PURCHASE
FIRST CLASS/COACH FARES
BOOKING CODE: K.

**PURCHASE TICKET FOR TRAVEL NO LATER
THAN 3 DAYS BEFORE DEPARTURE.**
♦ END OF LIMITATIONS DISPLAY ♦

The Impact of Deregulation. . .

As a result of airline deregulation, substantial fare savings are available to air travelers. Many businesses have required their travelers to fly on the least expensive fare possible. Yet, with the massive number of schedule and fare changes, travelers have had difficulty in finding low fare bargains. The OAG Electronic Edition contains complete information including the low fare bargains. . . and the limitations applicable to the fares. Deregulation has provided substantial fare savings. . . and the OAG Electronic Edition lets you take advantage of the fare savings potential.



The Importance of Being Unbiased. . .

The simple fact is that travel agents' reservation systems are biased in favor of the sponsoring airlines. These systems may not have current information on the least expensive fares for all of the airlines, and the flight schedules contained in the system are displayed giving preference to the host carriers. When you request the lowest fare or the best schedule from the travel agent, remember that the information that they see is often limited and it has been prioritized by the sponsoring airline. The OAG Electronic Edition is unbiased. . . schedules are displayed chronologically by departure time and fares are displayed from the least expensive to the most expensive. You see all the information. . . you weigh the factors. . . you decide what is important. . . you determine your itinerary.

DIRECT FLIGHTS FROM-LOS ANGELES,CA,USA # TO-DENVER,CO,USA

1	723A	LGB	1026A	DEN	UA	680	767	B	0
2	730A	LAX	1048A	DEN	FL	162	73S	B	0
3	730A	LAX	1130A	DEN	WN	539	737	1	
4	858A	LAX	1213P	DEN	UA	162	767	B	0
5	900A	LAX	1205P	DEN	CO	12	72S	B	0
6	1015A	LAX	230P	DEN	WA	741	72S	L	1

The OAG Electronic Edition lets you plan travel in two ways:

1. **Schedules.** As a business traveler, you know that the schedule is often the single most important factor you use in determining your itinerary. Often business appointments simply can't wait thirty minutes so that you can take a later flight, even to save \$100.00. The OAG Electronic Edition recognizes your needs. You can determine your schedule first and then view the fares applicable to your chosen flight. Even though the schedule may be the most important factor, fare savings are possible but only when you know all the fares.
2. **Fares.** If finding the most economical fare is important, you can use the OAG Electronic Edition to find the lowest fares first. Fares are displayed from the least expensive to the most expensive, so it is very easy to determine the most economical flights. You can target a specific fare and then view all of the flights that offer that fare.



Features	Benefits
Complete Schedule Information	North American <u>and</u> international schedules are now at your fingertips.
Fares are displayed from low to high.	You can save money on air fares. Average savings are 30% and more.
Information on fare limitations	Many fares have limitations—you will know immediately if you qualify for a special fare.
Unbiased display	No preference is given to any carrier. . . you see all the information. You weigh the factors and determine your itinerary based upon your own criteria.
Daily fare and weekly schedule updates	You see accurate, up-to-date information. . . including the most recent changes.
Easy to use	No special technical training is required. . . the system asks you for travel details; you merely answer the system's requests.
24 hour Help Desk	If you have questions or need assistance just call the toll-free number: 1-800-323-4000 1-800-942-3011 (In Illinois)

Frequently Asked Questions. . .

I use a travel agent, why should I use the OAG Electronic Edition?

There are three major reasons:

- 1) time and money savings,
- 2) unbiased display and
- 3) control.

Save Time and Money. Our current subscribers tell us that they save money beyond the low fares their travel agents provide. And when you know all the flights and fares, you decide whether you can alter your plans to take advantage of some of the special fares. And, when you know the flights you want, you can save time when you call the travel agent.

Unbiased Display. Travel agents' reservation systems are provided by an airline. Built into these systems is a marketing bias giving preference to the host airline's schedules and fares. Consequently, the travel agent sees prioritized information and offers a limited selection (favoring the host airline). Your travel needs may or may not fit the schedule of the host airline. The OAG Electronic Edition is unbiased. . . no preference is given to any airline. You see all the flights sorted by departure time and the fares displayed from low to high. You select your itinerary based upon your specific travel needs.

Control. Your travel habits are unique. . . habits that no one else knows. . . perhaps you like a certain airline or aircraft type or perhaps you like the early morning "beat the rush" flights. With the OAG Electronic Edition, **you choose** the flights that fit your travel needs and your travel habits.

How much money can I really save on airline fares?

Savings vary based upon travel needs, amount of travel and ability to meet the fare restrictions. Utilization of the OAG Electronic Edition in day to day travel can result in an average savings of 30% in air travel expenditures.

Do I need to know codes for cities or airlines?

No! You may enter either the full spelling **or** the three letter code. For example: Los Angeles or LAX. The schedule and fare information that the OAG Electronic Edition provides can be expanded, as shown.

EXPANDED DIRECT FLIGHT DISPLAY
LEAVE- 8:05A ON-13 JAN
FROM-CHICAGO,IL,USA/OHARE
DELTA AIR LINES FLIGHT 949
AIRCRAFT-MCDONNELL DOUGLAS DC8
60/70 SE
CLASS-FIRST/COACH/ECONOMY
MEAL-BREAKFAST
ARRIVE- 11:53A ON-13 JAN
AT-MIAMI,FL,USA
ELAPSED TRAVEL TIME 2H 48M

Who do I call if I need help?

Call the OAG Help Desk. It is staffed 24 hours a day, 365 days a year. Call anytime we can be of assistance.

Continental U.S.
1-800-323-4000

In Illinois
1-800-942-3011

Outside
Continental U.S.
312-654-6808

From Our Subscribers. . .

"Before we got the Electronic Edition, I would call the travel agency and make reservations; if there were any changes, we would have to call them back. With the system, the traveler can see for himself what he wants to get on, the times, and the fares. It shortens everything."

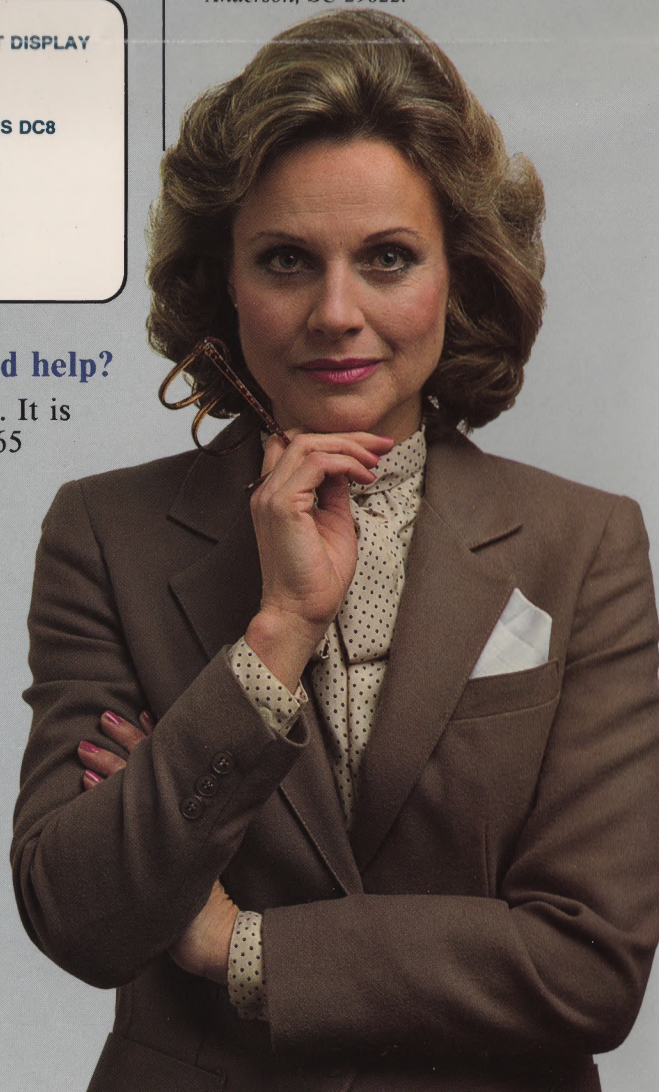
Ms. Myrella Smith, Secretary for the Graduate School of Business, University of Chicago, Chicago, Illinois.

"I have gotten fares from the Electronic Edition that our travel agent wasn't aware of. Recently, I found a fare that was \$300 cheaper because we were able to find the price on the system."

Ms. Pat Dun, Office Assistant, A Fortune 500 Company (name withheld by request).

"Since I started using the OAG Electronic Edition, I feel we now get the lowest fares available. When I call the travel agent I know what flights and different options I have. It saves time."

Mr. D. Schmitz, President, Gardinsette, U.S.A., Anderson, SC 29622.



Official Airline Guides

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The Dun & Bradstreet Corporation